

Soap should be used to CLEANSE, and for no other purpose. A thoroughly FINE soap cleanses without rubbing, and cleanses SAFELY.

## Ivory is thorough, yet safe and gentle

To perform its thorough, yet safe and gentle, cleansing function, Ivory Soap needs no rubbing in.

Ivory is a safe, gentle soap because it is pure and mild and is made from the very finest materials. It is creamy white, too, as a fine soap should be.

Daily washing with warm water and Ivory Soap is the only "method" needed to keep the skin clean. A really healthy skin is always a clean skin, and usually a beautiful skin.

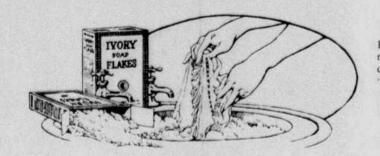
Ivory's pure, mild, quick-rinsing lather has brought delightfully refreshing cleanliness to millions of lovely complexions since 1879.

PROCTER & GAMBLE

## IVORY SOAP

99 44/100% PURE IT FLOATS





"Dear Mrs. Prowl, how sweet of you! Will it make me

Poor Mrs. Folderol—we suppose she'll go right on believ-ing what she wants to believe. Yet Mrs. Jollyco, still beautiful at middle-age, would never think of using anything on her

## A Flaked Soap which meets the important safety test

Before you trust your costly fine fabrics to any soap, in any form, a doubt naturally comes up in your mind. Is this soap really safe?

Few beliefs could be fraught with more

When combined with other materials to make soap, oil

how pure, should NOT be rubbed into the skin.

is no longer oil. It is SOAP. And soap, no matter

danger to the skin.

Ask yourself: "Would I be willing to use this soap on my face?"

A soap which is too strong for your face is naturally too strong for your delicate and costly garments.

Ivory Flakes is simply Ivory Soap in flake form. Of course it fully meets this important safety test.

For Ivory Soap, pure, mild, gentle, white —has protected the faces and hands of millions of women since 1879.

Ivory Flakes offers you a real margin of safety for cleansing the very finest garments